MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

TIS2251 – MANAGEMENT INFORMATION SYSTEMS

(All sections / Groups)

12 MARCH 2019
2.30 pm – 4.30 pm
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 5 pages with **FIVE** questions only.
2. Answer **ALL** questions based on the scenario given.
3. All questions carry equal marks and the distribution of the marks for each question is given.
4. Please write all your answers clearly and neatly in the **Answer Booklet** provided.

Instruction: Question 1-5 is based on a fictitious company known as T & J Enterprise (TJE). Answer All Questions.

T & J Enterprise (TJE) is a renowned fashion apparel store in Melaka, Malaysia. It was established since 1949 by Datuk Ti Winn Ern and currently, the management is led by the fourth generation of the Ti family, Ms Crystal Ti. Ms Crystal has recently graduated from University of Pennsylvania, with the qualification Bachelor (Hons) Fashion Design. She has hired you, a graduate from Multimedia University majoring in IT to be the company's IT Manager. TJE has ten chain stores in the southern region on Peninsular Malaysia i.e. Melaka, Batu Pahat, Seremban and Johor Bahru. TJE has their own manufacturing plant in Jasin, Melaka and their corporate office is situated at Melaka Raya, Melaka.

QUESTION 1

(a) Describe TWO general business objectives how TJE has demonstrated increased revenue in the recent 5 years with the implementation of information systems.

[2 marks]

(b) Explain TWO factors which have driven TJE to use information technology to implement corporate strategies.

[3 marks]

(c) Illustrate a possible business organisational hierarchy in TJE. Identify and describe the information systems used at the various levels.

[5 marks]

QUESTION 2

(a) Identify TWO business functions in TJE and list TWO business processes for each in Table 1.

Table 1: Business Functions and processes for TJE

_____ • _____ • _____	_____ • _____ • _____

[3 marks]

(b) Suggest TWO suitable contemporary hardware platforms for TJE so that the company can achieve greater heights.

[2 marks]

Continued...

(c) TJE corporate office would like to upgrade all employees' workstations, i.e. 30 laptops and 30 office productivity software. Estimate and compute the Total Cost Ownership (TCO) in Table 2. Include necessary complementary assets or indirect cost associated with the upgrading. Based on the TCO, suggest a way to reduce TCO to achieve cost efficiency.

Table 2: Total Cost Ownership for Upgrading of Staff Workstations

Total Cost Ownership			
Item	**Quantity**	**Unit Price (RM)**	**Total Amount (RM)**
Laptop			
Software			
Complementary assets / indirect costs:			
		TOTAL (RM)	

[5 marks]

QUESTION 3

(a) TJE has recruited a new Human Resources Director, Jimmy. Jimmy has requested you to provide him the physical view of TWO databases, Employee and Training. [*Note: List at least FOUR attributes*]

[3 marks]

(b) Explain types of Web 2.0 tools that TJE could adopt? What would be the benefits for using Web 2.0?

[3 marks]

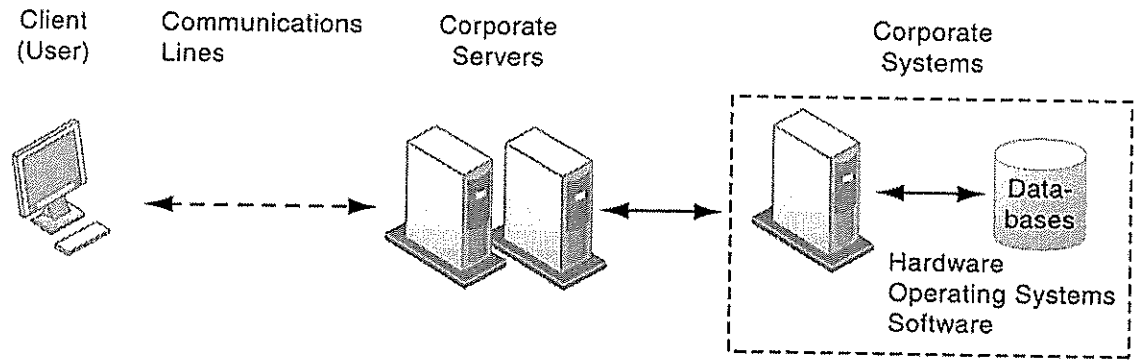
(c) In order to increase clothing and apparel sales, you have suggested TJE to implement business intelligence using online analytical processing (OLAP). Illustrate the multidimensional data model applicable to TJE related to clothing sales. Provide TWO examples of query made possible by OLAP.

[4 marks]

Continued...

QUESTION 4

(a) Figure 1 shows the generic architecture of information systems in TJE. Identify the possible types of threats to system security and the points over the network at which these threats are prevalent by filling in the blank space a) to h). [*Note: No repeated answer*]



a) _____ c) _____ e) _____ g) _____
b) _____ d) _____ f) _____ h) _____

Figure 1: Generic Information Systems Architecture

[4 marks]

(b) Illustrate the parties involved in the TJE supply chain from procuring clothing to the distribution of clothing. List TWO difficulties that TJE may face with an inefficient supply chain.

[3 marks]

(c) Identify and explain the most suitable e-commerce business model for TJE. Devise a marketing plan for TJE to use the Internet for e-commerce marketing.

[3 marks]

QUESTION 5

(a) Other than e-commerce, suggest TWO other related technologies to enhance TJE's revenue and performance.

[2 marks]

(b) Explain the types of knowledge management system that could be implemented by TJE.

[3 marks]

Continued...

(c) Table 4 describes the standard operating procedure regarding the criteria for receiving cash bonus at the age of retirement in TJE.

Table 4: Retirement Cash Bonus Standard Operating Procedure

When employees retire, they are given cash bonuses based on the length of employment and the age. To receive a bonus, an employee must be at least 45 years of age and have worked for the company for more than five years. The following table summarises the criteria for determining bonuses:

Length of Employment (Years)	Bonus Amount (x% of annual salary)
<5	None
5-10	25%
11-15	35%
16-20	45%
21-25	55%
>=26	100%

Illustrate a flow chart of rules for an expert system based on the above requirements.

[5 marks]

End of Paper.